

Proofing is an essential step in pre-press process to insure that copy and color meet your criteria. This is your opportunity – and your responsibility – to correct mistakes or make changes before your job goes to press. The cost for making changes or corrections is much less expensive during this part of the process when compared to the costs involved when discovered on press. Please take the time to completely review your proofs for even the smallest details to insure a successful project.

### Marking Corrections or Changes

- Utilize a permanent marker such as a “Sharpie” that will call attention to your markings
- Don’t mark out a mistake or cover it – it will still be there. Draw a line through the area to be changed or circle it with a line extended to the edge of the proof and indicate the desired changes there. This will better help us to know what corrections are needed.
- If you need something moved, please indicate a specific amount – otherwise it will be strictly a judgment call on our part.
- Circle all holes or specks. Often these are simply blemishes inherent in the proofing process, but mark them so we can double-check them. Be sure to mark each one – don’t assume that we will see holes near where another has been marked.
- Be consistent with where corrections or changes are marked. It is best to mark both the color proof and bluelines, however it is not required. Please note that if you choose to mark corrections on the bluelines and have a color correction, you must mark the blue line to see the color proof for the change.

### Proof Review Checklist

- Confirm the final size of the product in both dimensions
- Are the page numbers correct and accurately positioned? (Note that color proofs are in printer’s spreads, not reader spreads; use the folded and trimmed blue line for page sequence).
- Is the job folded correctly? We use color tabs that show the sequence planned in the production of your job. If you have a change, you can use letters or numbers on the adjacent panels to indicate a change. Example – A folds to A, B to B, etc.
- Are photographs and graphics placed correctly?
- Does the color on the proof meet your criteria? Look at the photos themselves and see if they appear good even if not an exact match to the originals. Is it critical that the color be an exact match?
- Do the photographs require rules? Are they fitted properly to the rules?
- Are screens present where you want them?
- Are PMS builds (created out of 4-color process) satisfactory matches?
- Are there any obvious register issues?
- Proofread your copy completely. Spell check programs will not catch every mistake.
- Clearly mark any knockouts and overprints.
- Compare your blue line and color proof. Be sure to mark the exact same corrections on both copies or mark all of them on one or the other. Should you choose to mark the blue lines



and have a color concern, mark the blueline to 'See color proof'. If you have more than one set of proofs, mark all copies the same to prevent confusion and mistakes.

- Are there any strange marking on your proof that are not part of your original design?
- Should a second or subsequent proof be required, please recheck everything. It is certainly possible that correcting one error may create another (i.e. type reflow, etc.).

Please keep this as a convenient reference for checking proofs. Even seasoned professionals may want to review this information periodically as a refresher.

